

Attachment 1: Draft of Proposed Area-Specific Amendment – 2 Strachan Avenue

BY-LAW No. **XXX-2016**

To amend Schedule B, Signage Master Plans and Area Specific Amendments, to Chapter 694, Signs, General, to implement an area-specific amendment with respect to the premises municipally known as 2 Strachan Avenue.

The Council of the City of Toronto HEREBY ENACTS as follows:

1. Chapter 694, Signs, General, of the City of Toronto Municipal Code is amended by deleting Subsection 2K to Schedule B to Chapter 694, Signage Master Plans and Area-Specific Amendments, and replacing it with the following:

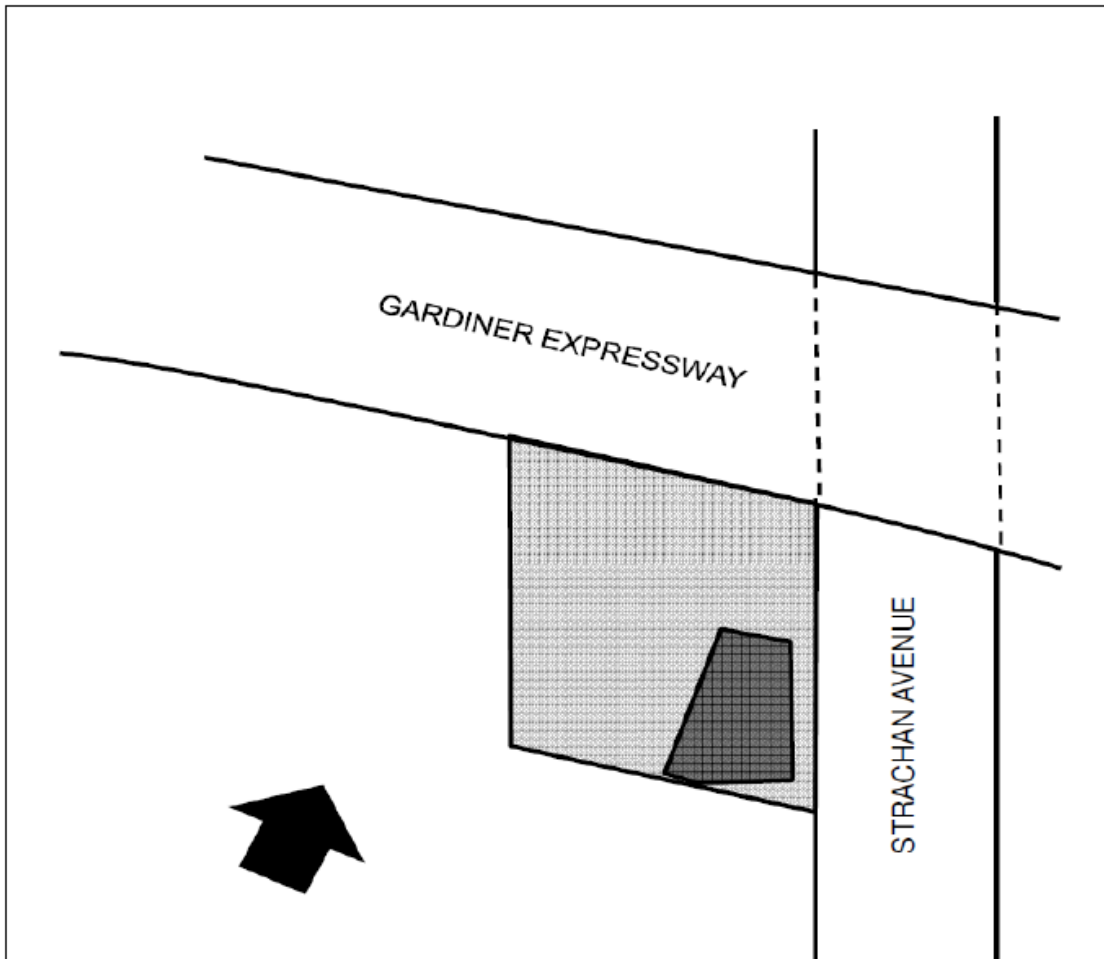
K. 2 Strachan Avenue – Notwithstanding §§ 694-9, 694-22C, 694-24A(3), and 694A(27) but subject to all other provisions of this chapter, the area of the premises municipally known as 2 Strachan Avenue, as delineated with heavy lines on the diagram indicated at Subsection K(2) as Area Map 1 - Part of 2 Strachan Avenue, may contain only the following sign:

(1) One electronic third party ground sign provided:



- (a) The sign shall contain no more than two sign faces;
- (b) The sign faces shall be rectangular;
- (c) The horizontal dimension of the sign face shall not exceed 18.3 metres;
- (d) The vertical dimension of the sign face shall not exceed 9.14 metres;
- (e) The sign face area shall not exceed 167.23 square metres;
- (f) The centre line of each sign face shall not exceed 30.0 metres;
- (g) The bisecting line of each sign face shall not exceed 9.15 metres;
- (h) The sign faces shall display electronic static copy only;
- (i) The sign shall only display sign copy that:
 - i. Identifies the location of the National Trade Centre and Exhibition Place;
 - ii. Informs the public of the events occurring in the National Trade Centre and at Exhibition Place; or

- iii. Advertises, promotes, or directs attention to businesses, goods, services, matters, or activities that are not available at or related to the premises where the sign is located;
- (j) The height shall not exceed 34.6 metres;
- (k) The sign shall be erected and displayed entirely within the boundaries of the specific location labeled as Sign Location on the diagram at Subsection K(2) titled Area Map 1 - Part of 2 Strachan Avenue; and
- (l) The sign permit issued by the Chief Building Official for the erection and display of the sign shall expire on December 31, 2025, and shall not be subject to renewal.

(2) Area Map 1 – Part of 2 Strachan Avenue



Scale 1:750

-  Area of the Premises 2 Strachan to which Subsection K(1) applies
-  Sign Location